

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, September 24, 2014

860.429.2740

4:15 pm

Minutes

Present: Toni Moran, Alexinia Baldwin, Riley Hasson, Janet Jones, Connie Neal, Betsy Paterson, and Cara Workman

Staff: Kathleen Paterson

1. Call to order

Chair Toni Moran called the meeting to order at 4:15 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from August 27, 2014

Betsy Paterson moved to approve the minutes. Connie Neal seconded the motion.

Janet Jones suggested that the committee refer to the Square Fair meeting minutes for a report about the Square Fair.

Ms. Moran commented that it would be helpful to have a brief summary of what worked well and what could be improved for next year, which might not be reflected in the minutes.

The minutes were approved unanimously.

4. Review of Festival

Ms. Moran said she thought the Celebrate Mansfield Festival was fabulous and asked the committee for their thoughts.

Ms. Paterson concurred and said her favorite part was seeing all the different community members coming together for a day of celebration.

Alexinia Baldwin asked how the businesses fared.

Ms. Paterson said that she and Cynthia van Zelm had spoken to some of the businesses; the ones they spoke with said they were pleased with the day's events and crowd.

Ms. Moran said that she had been concerned about the plans for clean-up at the end of the day but that everything went smoothly.

Cara Workman said she thought everything went well and offered three suggestions: Add signage by Moe's directing vehicles to the parking garage; have the key volunteers and Area Captains wear a

different colored shirt or something else to identify them as “in charge,” and provide more direction to the volunteers about the Parade.

Ms. Jones suggested that the Parade would be improved with more music. Ms. Neal agreed.

Riley Hasson suggested inviting the *a cappella* groups from UConn to be in the Parade.

5. Update from Art Fair subcommittee

Ms. Jones said the last Square Fair of the year will be Friday, September 26. The subcommittee will meet in the morning to review the day and check the forecast. She said there will be 11 vendors participating and that the Partnership has contracted with a company to do the lighting as at the August event.

6. Update on Pup Crawl

Ms. Workman reported that the posters are ready for distribution. **Kathleen Paterson will deliver posters to the businesses in the Town Square neighborhood and post in the Storrs Center kiosks [Done]. Ms. Jones will deliver posters to the businesses in Storrs Commons and University Plaza [Done].**

Ms. Moran suggested submitting the information about the event for the Town Manager’s Report and the *Mansfield Minute*, the Town’s monthly newsletter. **Ms. K. Paterson will submit information for both publications [Done].**

Ms. Workman explained there is still some outreach to do for potential donors and volunteers. She said she spoke with one of the FFA teachers from E. O. Smith at the Festival, and the teacher thought her students would be interested in volunteering.

Ms. Moran expressed concern about the registration form for the event. **Ms. K. Paterson will ask Ms. van Zelm for an update on the review of the form [Done].**

7. Discussion of Trick or Treating

Ms. K. Paterson reported that the Partnership and Storrs Center will arrange for trick-or-treating downtown on Saturday, October 25 from 4:00 – 5:00 pm. She said the plan is similar to the previous two years. The businesses will be involved as much or as little as they wish, and the trick-or-treaters will be encouraged to head over to the Mansfield Community Center at 5:00 pm for their annual Halloween Party and Trick-or-Trunk event.

8. Other

Ms. Moran asked when the Town Square will be ready for a celebration.

Ms. K. Paterson said that she did not have an exact date, but it will be in the spring.

9. Adjourn

Ms. Jones made a motion to adjourn. Ms. Paterson seconded the motion. The meeting adjourned at 5:10 pm.

Minutes prepared by Kathleen M. Paterson